

FIG. 4

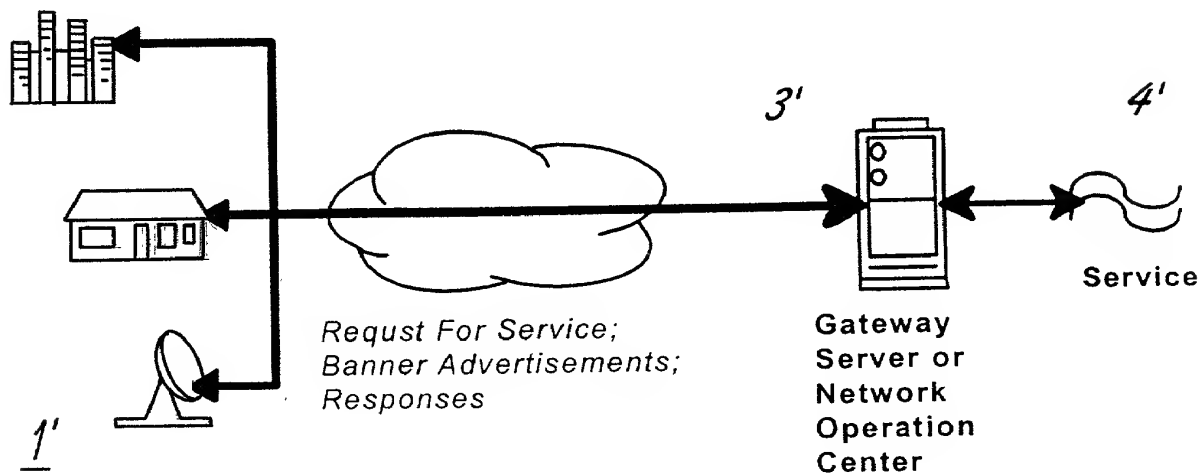


FIG. 5

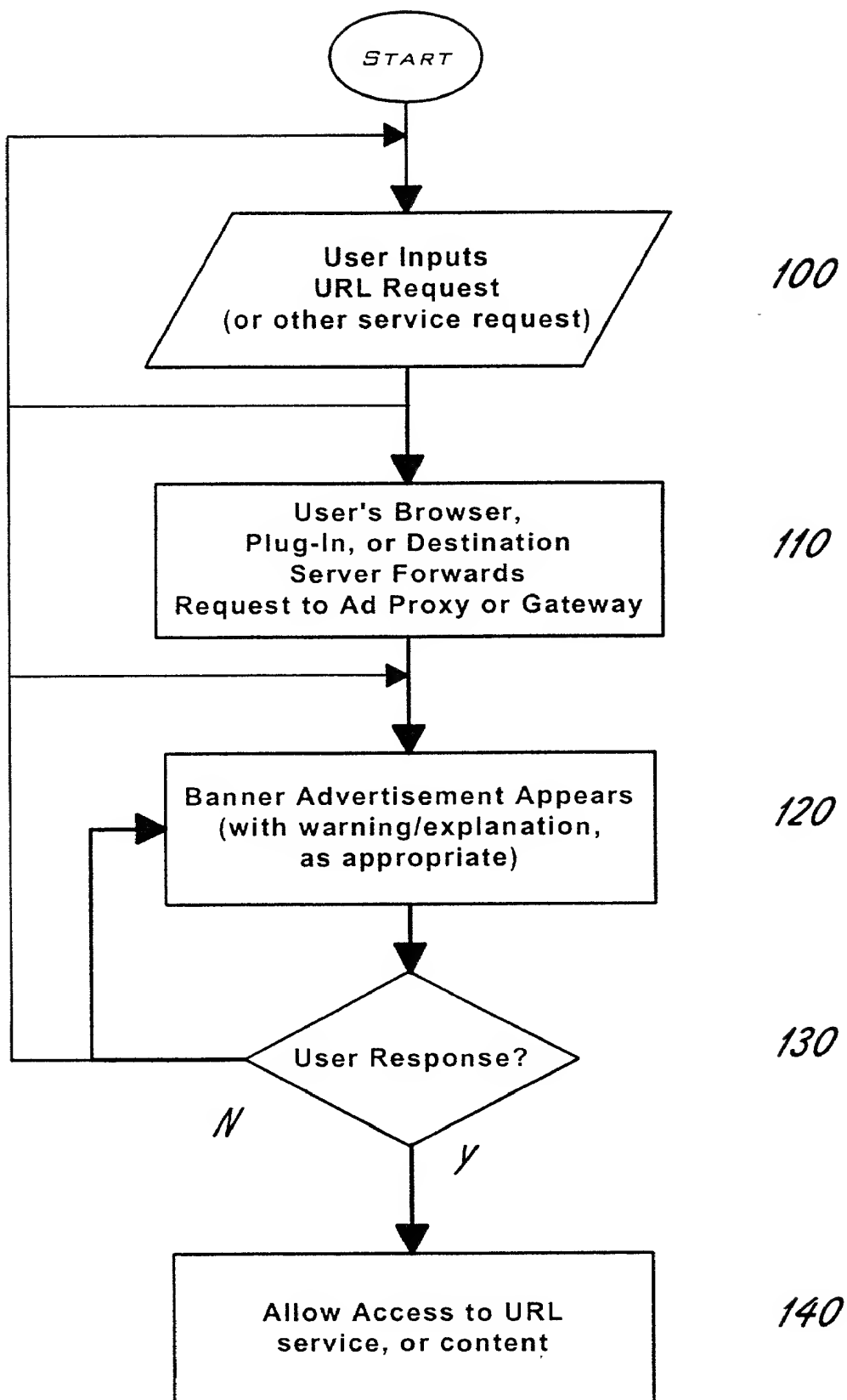


FIG. 6

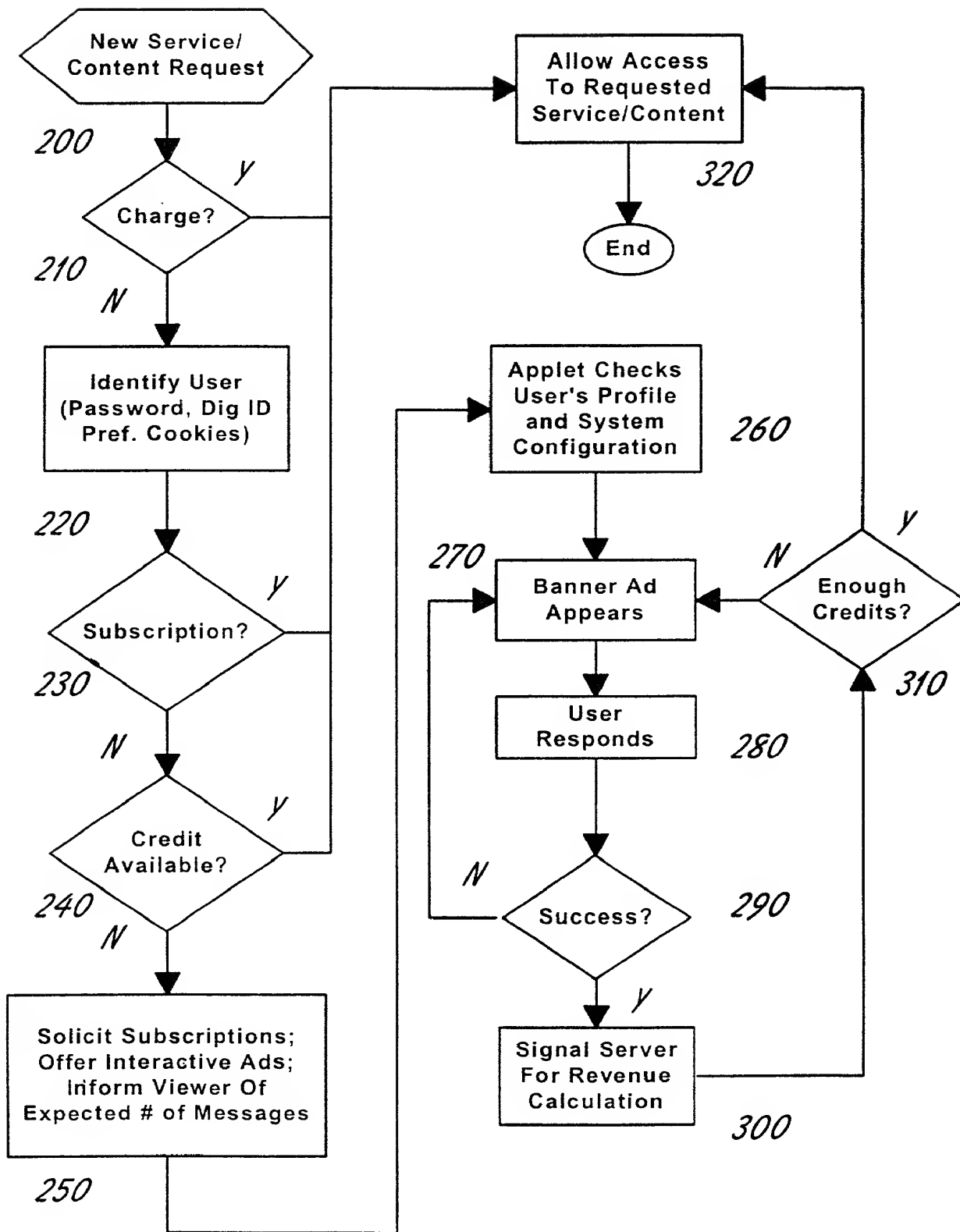


FIG. 7

FIG. 8

http://: <URL address box>

Nt0 account

Standard subscription

Welcome<default username>

Username:

<default username>

Password:

\*\*\*\*\*

OK

☒ remember username and passwords and take me straight to dewing ads

New subscriber

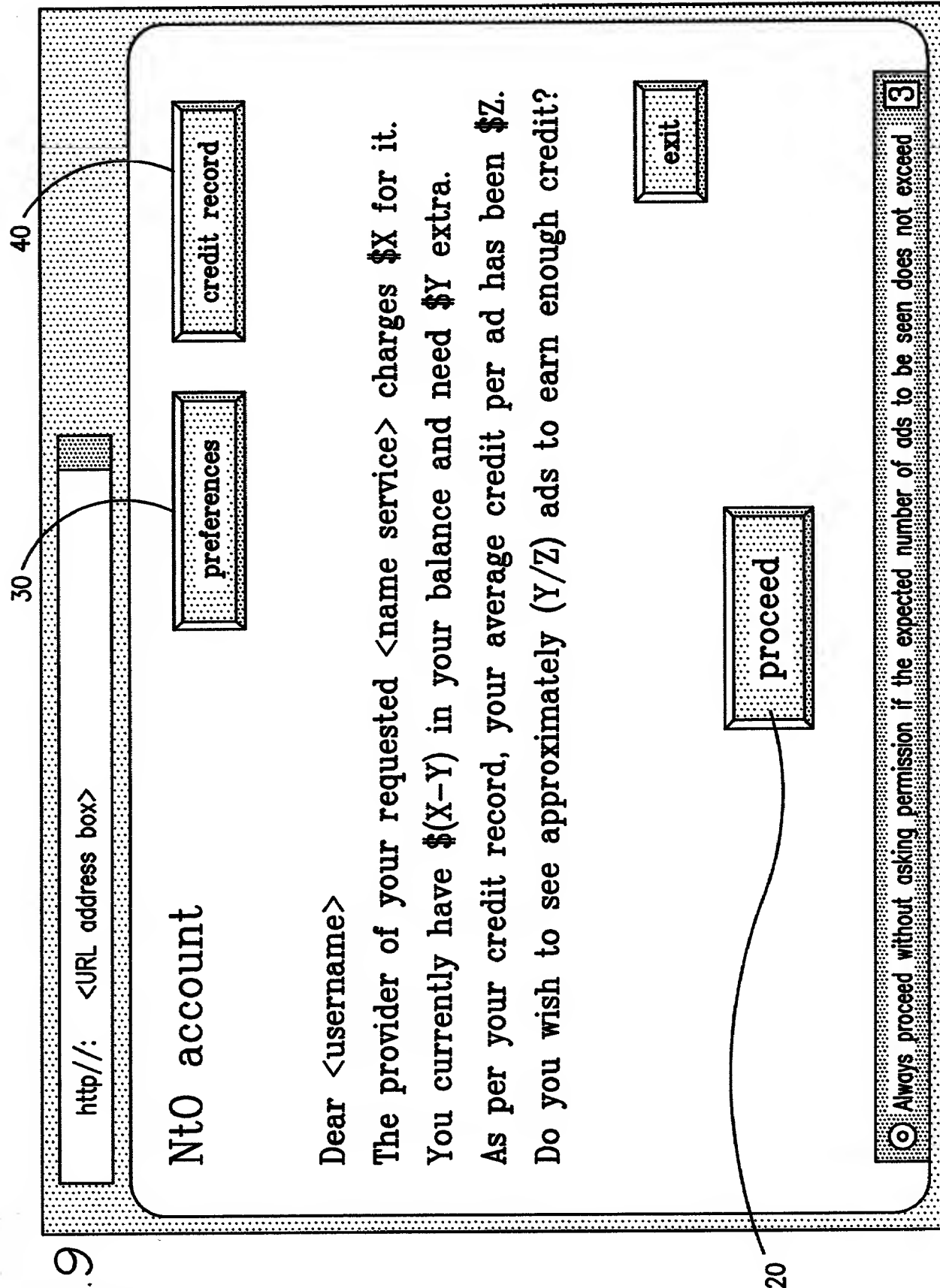


FIG. 9

http://: <URL address box>		<input type="button" value="Refresh profile"/>	<input type="button" value="Close profile"/>
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## NtO account – Preferences

Dear <username>,

To allow us to show you ads that are of interest to you and allow you to earn more money from doing it, we ask you to provide us information about your interests. We use no cookies to "spy" on you and we do not ask you to reveal your identity. You will remain anonymous.

The principle is very simple: the more information you provide us about you, the less money is wasted by brands in running after people who are not interested in their products.

In order to avoid wasting their marketing budget, brands are eager to pay more to know their audience. This additional value shows up in the increased revenue that pass on to you when you belong to a well defined segment.

The profit is two-fold: you see what is of real interest to you and additionally you gain more.

Of course you may choose not to describe yourself and to see ads from the general category (which have a lower value and thus earn you less)

<ul style="list-style-type: none"> <li>◦ sports</li> <li>◦ cars</li> <li>◦ financial products</li> <li>◦ home &amp; mortgage</li> <li>◦ games</li> <li>◦ software</li> <li>◦ staples</li> <li>◦ food &amp; beverage</li> <li>◦ travelling &amp; recreation</li> <li>◦ .....etc.</li> </ul>	 	<table style="width: 100%;"> <tr><td style="text-align: right;">profession</td><td style="text-align: left;"><input type="button" value="v"/></td></tr> <tr><td style="text-align: right;">gender</td><td style="text-align: left;"><input type="button" value="v"/></td></tr> <tr><td style="text-align: right;">region</td><td style="text-align: left;"><input type="button" value="v"/></td></tr> <tr><td style="text-align: right;">age</td><td style="text-align: left;"><input type="button" value="v"/></td></tr> <tr><td style="text-align: right;">income</td><td style="text-align: left;"><input type="button" value="v"/></td></tr> <tr><td style="text-align: right;">education</td><td style="text-align: left;"><input type="button" value="v"/></td></tr> </table>	profession	<input type="button" value="v"/>	gender	<input type="button" value="v"/>	region	<input type="button" value="v"/>	age	<input type="button" value="v"/>	income	<input type="button" value="v"/>	education	<input type="button" value="v"/>
profession	<input type="button" value="v"/>													
gender	<input type="button" value="v"/>													
region	<input type="button" value="v"/>													
age	<input type="button" value="v"/>													
income	<input type="button" value="v"/>													
education	<input type="button" value="v"/>													

<input checked="" type="radio"/> always proceed with requested service, when I have adequate credit in my account
<input type="radio"/> always seek confirmation before proceeding with requested service

FIG. 11

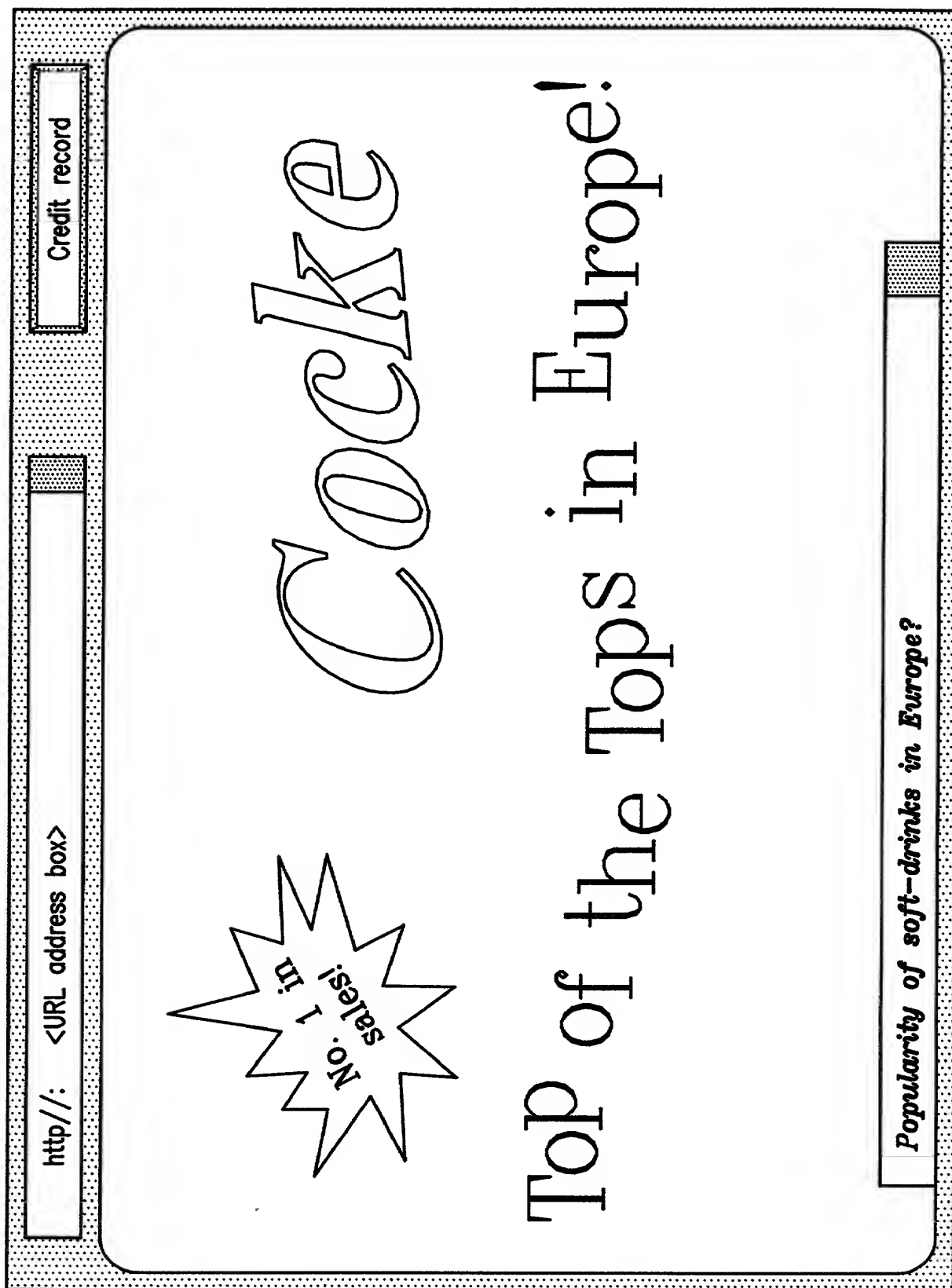




FIG. 12

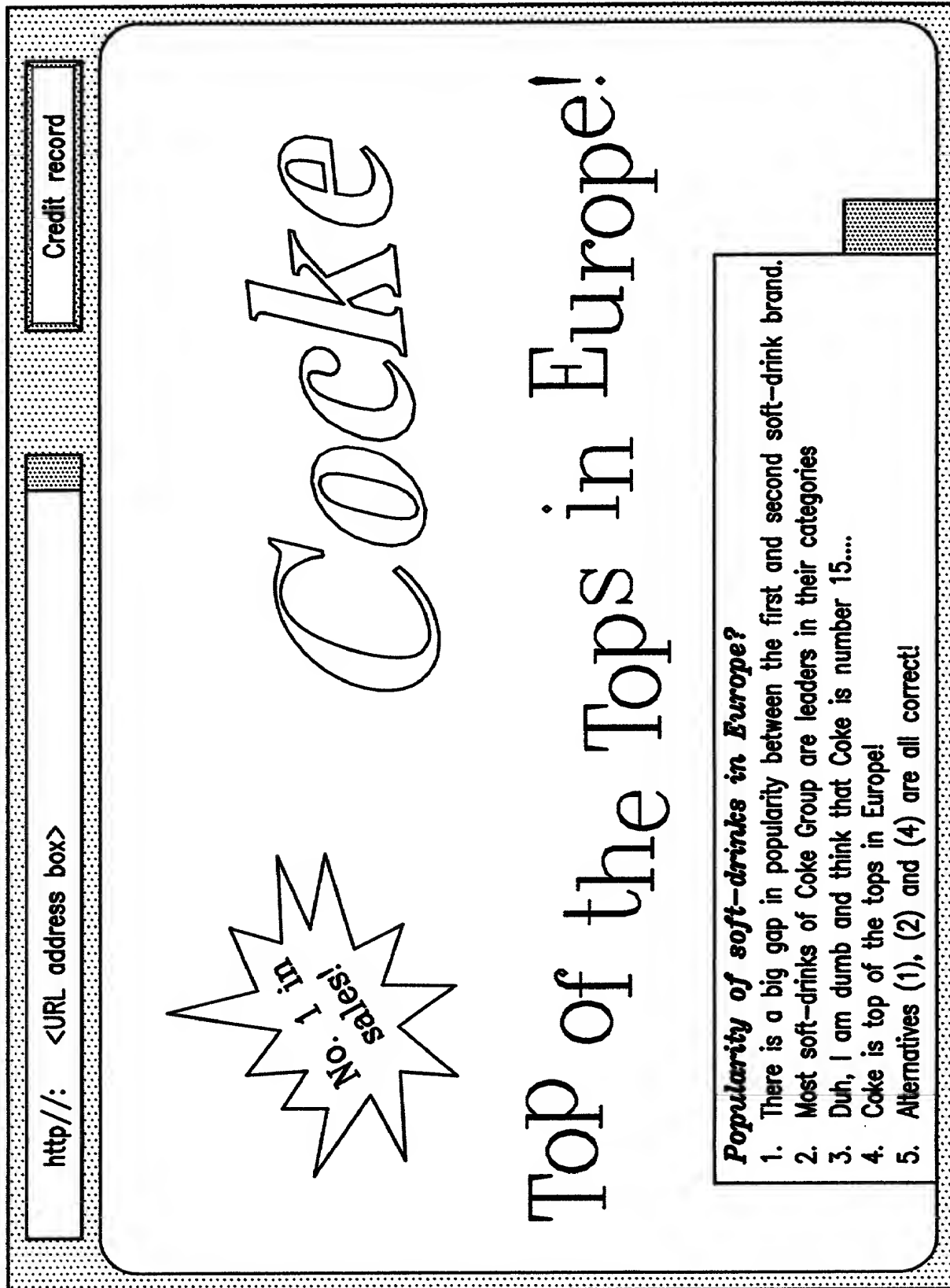


FIG. 13

http://: <URL address box>

## Nt0 record--account activity

date & time	activity	gained \$	credits spent \$	balance
12/27/00 3:55 AM	cocke ad	0.30	0.00	\$ 0.30
12/27/00 3:55 AM	abidas ad	0.29	0.00	0.59
12/27/00 3:55 AM	shotmail ad	0.28	0.00	0.87
12/27/00 3:56 AM	HP ad	0.40	0.00	1.27
12/27/00 3:56 AM	Forbes article	0.00	1.00	0.27
12/28/00 1:15 PM	e--fraude ad	0.50	0.00	0.77
12/28/00 1:15 PM	e--video	0.00	0.50	0.27
12/28/00 1:16 AM	e--greeting	0.00	0.15	0.12
12/20/00 4:50 AM	Tord SUV ad	0.35	0.00	0.47
12/30/00 4:50 AM	GAF ad	0.45	0.00	0.92
1/30/01 2:25 PM	\$50 deposit	50.00	0.00	Balance 50.92
			Average gain per ad	\$ 0.37

OK

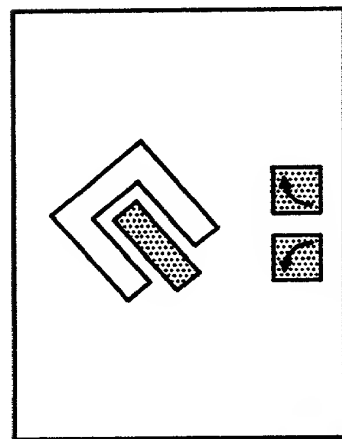
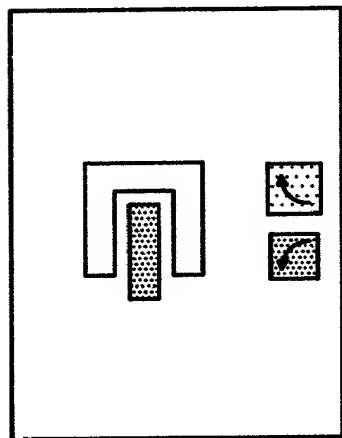
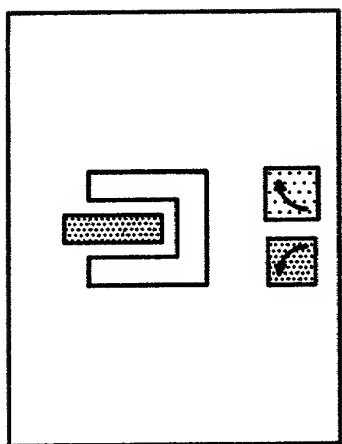


FIG. 14

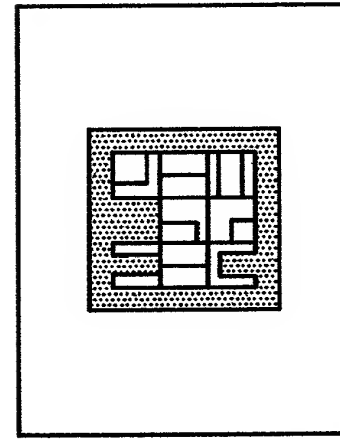
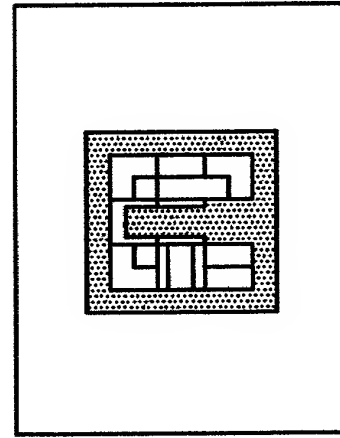
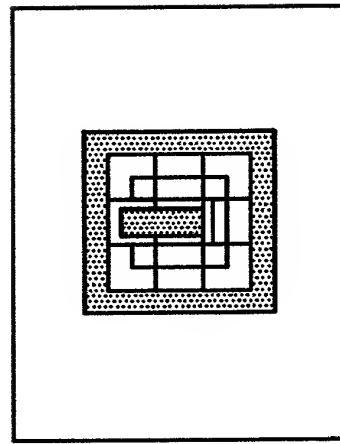


FIG. 15

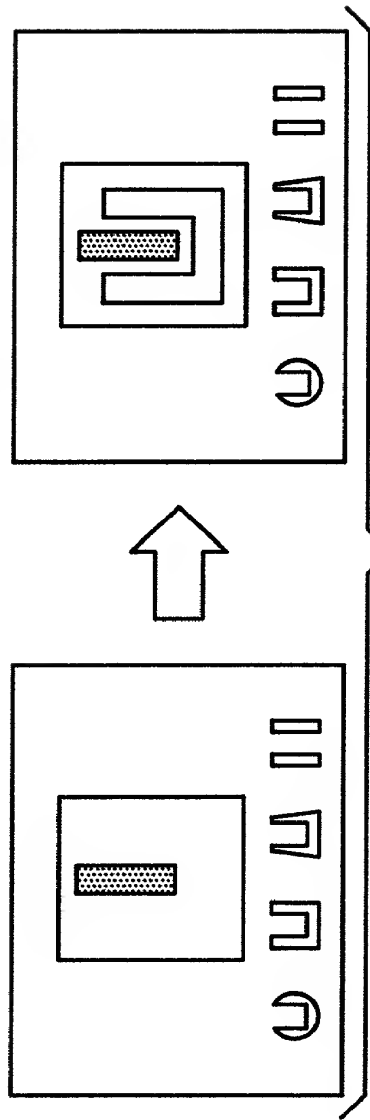


FIG. 16

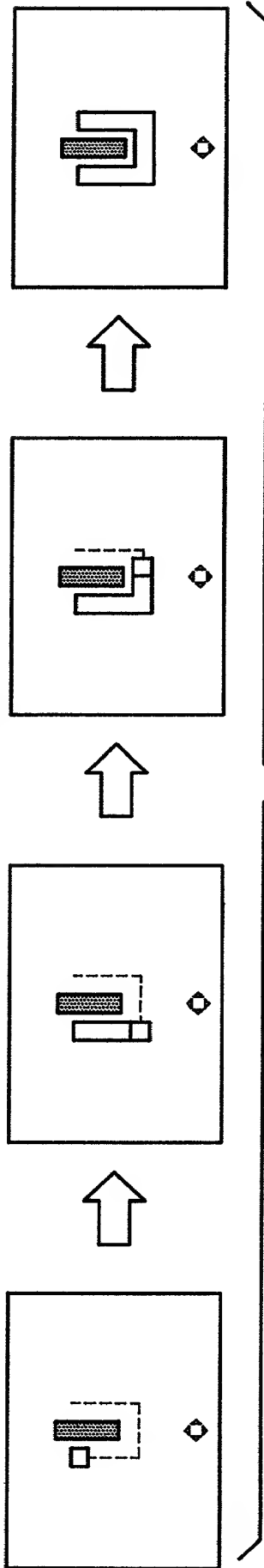


FIG. 17

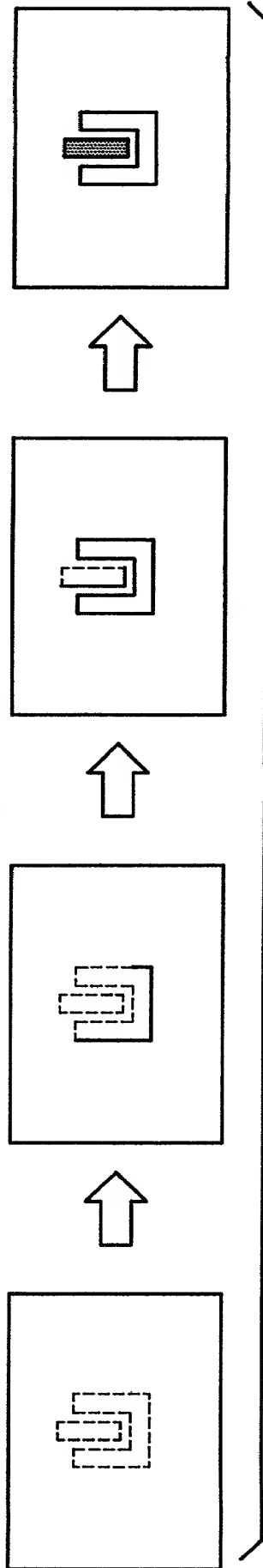


FIG. 18

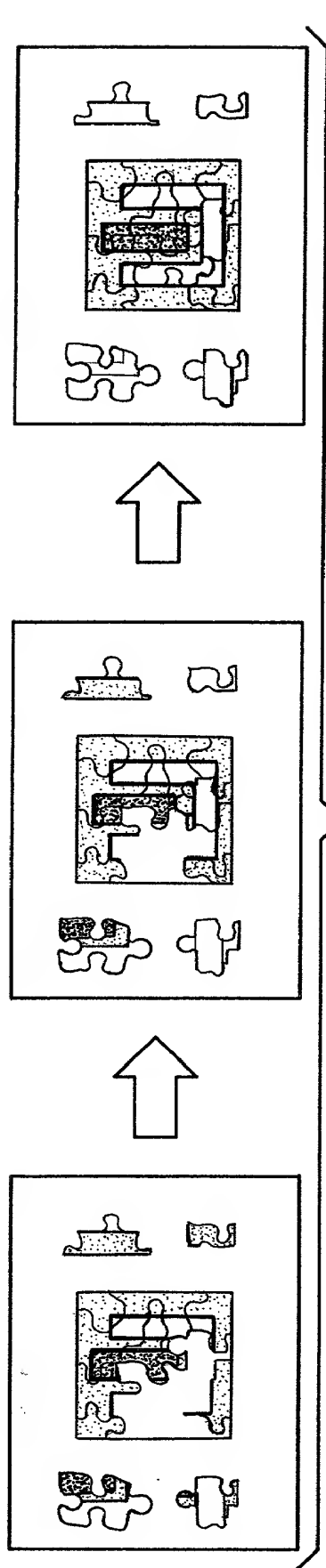


FIG. 19

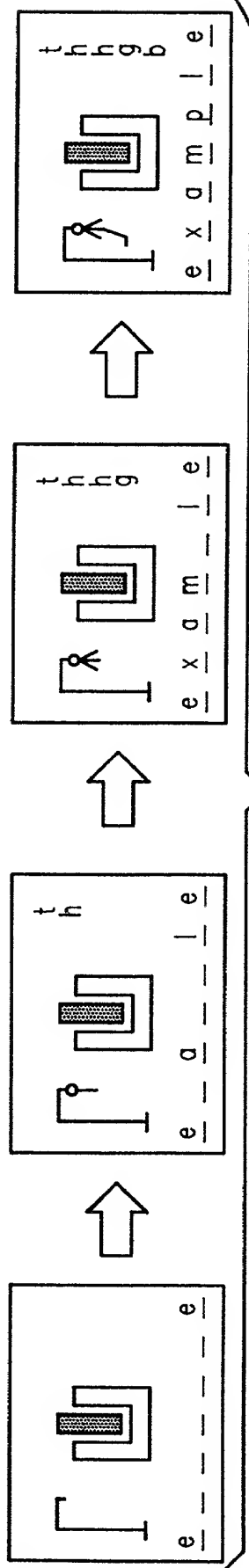


FIG. 20

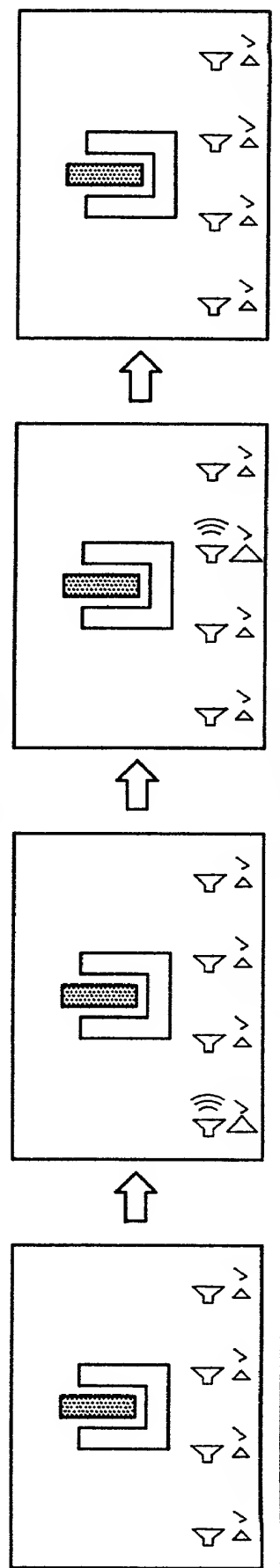


FIG. 21